Permit #F00020748

FilmL.A., Inc.
1201 W. 5th Street, Suite T-800
Los Angeles, CA 90017
t: (213)977-8600 - f: (213)977-8601
www.filmla.com

## Summary Information

**Permit No:** F00020748 **Type of Permit:** FILMING **Release Date:** 10/06/2009

**Production Company** MOTIV FILMS

**Insured Company Name** MOTIV FILMS
Contact Phone No. 1 310-260-6100
Contact Phone No. 2
Fax
Address 1630 STEWART ST, 1B
SANTA MONICA, California 90404

**Production Title** QUITLINE IOWA / JEL

**Type of Production** Commercial - PSA

**Producer** JUIM RUTHERFORD

**Director** ERIC BUTE

**1st AD** TRENT DEHANN

**Production Manager** STELLA VASQUEZ

**FilmL.A. Coordinator** Daniel Alvarez

**Location Manager** STELLA VASQUEZ
Primary Phone Office - 310-260-6100
Secondary Phone Mobile - 213-952-4355

**Location Assistant** MARK ABBOTT
Primary Phone Office - 310-260-6100
Secondary Phone

### Fees

| | |
|---|---|
| Notification Charge | $210.00 |
| FILMLA MODIFIED PERMIT APPLICATION FEE | $50.00 |
| LA CITY FIRE SAFETY OFFICER | $576.00 |

**Total Permit Fee** $836.00

**Number of Locations** 2

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## Summary Information — Location



**Permit Number** F00020748
**Production Company** MOTIV FILMS
**Insured Company** MOTIV FILMS
**Production Title** QUITLINE IOWA / JEL

**Location Manager** STELLA VASQUEZ
Primary Phone Office - 310-260-6100
Secondary Phone Mobile - 213-952-4355

**Location Address** 19851 Itasca St, Los Angeles, CA, 91311

**Location Names**

**Location Type** Private Residence

**Location Description**

**Film Dates** 10/7/2009 - 10/7/2009 07:00 - 22:00

**Open or Closed to the Public** Closed

**Generic Conditions**
All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

**Please see attached documents**
Mark Abbott Motiv letter054.pdf
1161_001.pdf
501c IRS_Determination_Letter-1.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 3 |
| Cast/Crew vehicles | 30 |
| Cube Trucks | 3 |
| Generator | 1 |
| Motor Homes | 1 |
| Vans | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 25 |

**Filming Activities** Equipment on sidewalk only.; Interior and exterior dialogue;

**Jurisdiction** **Political:** Los Angeles City - Council District 12 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Location Notes**

**Parking**

**Base Camp**
Location Type : To Be Determined
Street :

**Crew Parking**
Location Type : Private Parking Lot
Street : office building @ Oakdale and Plummer

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## Summary Information — Location



**Permit Number** F00020748
**Production Company** MOTIV FILMS
**Insured Company** MOTIV FILMS
**Production Title** QUITLINE IOWA / JEL

**Location Manager** STELLA VASQUEZ
Primary Phone Office - 310-260-6100
Secondary Phone Mobile - 213-952-4355

**Location Address** 19850 Devonshire St, Chatsworth, CA, 91311

**Location Names**

**Location Type** School

**Location Description**

**Film Dates** 10/7/2009 - 10/7/2009 12:00 - 19:00

**Open or Closed to the Public** Closed

**Generic Conditions** All Vehicles must be parked legally.
Must Maintain 5' Clearance on Sidewalks/Walkways
Must maintain local/emergency access
No Cast and Crew parking on areas streets.
No interference with vehicular or pedestrian traffic

**Please see attached document** 20091006114250.pdf

**Equipment on Location**

| Type | Quantity |
|---|---|
| 5 or 10 ton trucks | 3 |
| Cast/Crew vehicles | 30 |
| Cube Trucks | 3 |
| Generator | 1 |
| Motor Homes | 1 |
| Vans | 2 |

**Personnel on Location**

| Type | Quantity |
|---|---|
| Cast | 5 |
| Crew | 25 |

**Filming Activities** Equipment on sidewalk only.; Interior and exterior dialogue in classroom and auditorium section;

**Jurisdiction** **Political:** Los Angeles City - Council District 10 **Police:** Los Angeles Police Department **Fire:** Los Angeles City

**Location Notes**

**Coordinator Note** UFSO REQUIRED ON 10/07 FROM 1100 TO 1900 HRS

**Parking**

**Base Camp**
Location Type : To Be Determined
Street :

**Crew Parking**
Location Type : Private Parking Lot
Street : office building @ Oakdale and Plummer

NOT A PERMIT

Permit #F00020748

# Appointment of Film Permits Unlimited, Inc. As Authorized Agent and representative

I certify that I am a representative of Motiv Films ("Principal") and am authorized to enter into binding contractual agreements on it's behalf. I further certify that I am authorizes by Principal to appoint other representatives and agents for Principal and to give such representatives and agents authority to enter into and bind Principal to agreements relating to the issuance of and compliance with location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits, including the permits themselves and any riders to such permits. Acting on behalf of Principal in my capacity as its authorized representative, I appoint Film Permits Unlimited, Inc. and it's employees and agents ("FPU") as Principal's authorized representatives and agents to apply for location film (e.g. theatrical, television, commercial and other motion picture filming) and still photographic permits on behalf of Principal through Film LA, Inc., any city and county, or through any other jurisdiction: to negotiate, discuss, accept, modify, agree to and bind Principal to the terms and conditions of such permits (including all restrictions and/or community guidelines applicable to any such permit): and to execute such permits on behalf of Principal. Principal understands, acknowledges and agrees that it (and/or its insurer) remains responsible and liable for all obligations imposed by or Incidental to any permit or rider issued to Principal signed by an employee or agent of (including any coordinator, runner or messenger used by) FPU. Principal further agrees to comply with the terms and conditions of any such permits and hereby appoints FPU as an authorized representative to facilitate compliance with such terms and conditions following issuance of any such permits and to enter into agreements for Principal with respect thereto. Any person, agency, entity, or organization (including Film LA, Inc. and any city county or other jurisdiction) may rely upon this appointment and need not obtain further authorization for any act described herein. An original or faxed copy of this appointment shall be sufficient, and may be treated as an original for all purposes. The appointment may be revoked by Principal at any time in writing, but in any case, shall expire one (1) year from the date of execution set forth below.

I declare under penalty of perjury under the laws of the State of California that I am authorized to appoint FPU as agent for Principal, and based upon that authority I hereby appoint FPU as Principal's agent as set forth herein.

Dated: 10-5-09

Motiv Films
Name of Principal

By: [signature]
Representative's Signature

Mark Abbott
Print Representative's Name

Representative's title

Principal's Address

(213) 952-4355
Principal's Telephone

Film Permits Unlimited, Inc.
Phone (818) 347-9929
Fax (818) 347-9784

Please sign and fax back
Principal = Name of Company

NO PERMIT

Permit #F00020748

**Iowa Department of Public Health**
**Promoting and Protecting the Health of Iowans**

Thomas Newton, MPP, REHS

Chester J. Culver
Governor

Patty Judge
Lt. Governor

October 5, 2009

Jim Rutherford
Motiv Films
1630 Stewart Street B1
Santa Monica, CA 90304

Dear Mr. Rutherford:

I am writing this letter to announce the Iowa Department of Public Health Division of Tobacco Use Prevention and Control's intention to have our advertising agency of record, ZLR*IGNITION*, Des Moines, IA hire Motiv Films as production company for the development of four television commercials (*Inhaler, The Ritual, The Cycle and The Play)*.

The Iowa Department of Public Health will be running these Public Service Announcements as part of our newest campaign for tobacco prevention in the State of Iowa. The Department is a nonprofit, government entity charged with reducing the use of tobacco in Iowa. We allocate funds to the Just Eliminate Lies (JEL) program to reach the youth audience and to Quitline Iowa to reach adult smokers.

Please let me know if you have any questions or concerns regarding our status as a government entity, and thank you for production expertise!

Sincerely,

Garin Buttermore
JEL Coordinator, Division of Tobacco Use Prevention and Control

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Permit #F00020748

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAY 25 2007

Iowa Dept. of Public Health
321 E. 12th Street
Des Moines, IA 50319

Employer Identification Number:
74-3032829
DLN:
17053083829047
Contact Person:
WINNIE W LEE ID# 31208
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
509(a)(2)

Dear Applicant:

Our letter dated August 2002, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity, rather than as a private foundation, during an advance ruling period.

Based on the information you submitted, you are classified as a public charity under the Code section listed in the heading of this letter. Since your exempt status was not under consideration, you continue to be classified as an organization exempt from Federal income tax under section 501(c)(3) of the Code.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading.

Please keep this letter in your permanent records.

Sincerely yours,

Robert Choi
Director, Exempt Organizations
Rulings and Agreements

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Permit #F00020748

10/07/09 ✗ UFSO @ 1100 HRS → 1900 HRS

LAFD Activity Report

✗ FSO Required [X]

✗ FSO Late Notification [X]

SPOT CHECK [ ]

## SCHOOLS & CHURCHES FILMING / PRODUCTION ACTIVITY LOCATION

## EVALUATION REPORT

NAME OF FACILITY: EGREMONT School CONTACT DATE 10/06/09

FILM/ CREW PRK/ BASE CAMP: 19850 DEVONSHIRE BL

PRODUCTION CO. NAME: MOTIV QUICKLINE IOWA

DATE(S) OF FILMING OR PRODUCTION ACTIVITY: OCT 7, 09

TIME(S) OF FILMING OR PRODUCTION ACTIVITY: UFSO @ 1100 - 1900 HRS / FILM CO - 1200 1900

Approval of filming or production activity location(s) are contingent upon the area(s) meeting the following criteria:

A. A walk-through inspection of all proposed filming or production activity areas is to be done a minimum of 48 business hours in advance of the proposed filming or production activity date. This walk-through inspection shall be done by a Film Unit Inspector. (LAMC 57.01.32)

1 A representative from both the school/church and the production company shall be present during walk-through.

2 The walk-through shall identify shall identify the area(s) to allow filming or production activity **without** disruption to regular operations of the school or church.

B. **Proper barriers shall be established to ensure separation of children and any filming equipment, generators apparatus, or any production activity.**

C. Filming or production activity shall be confined to areas remote from students or children (separate building, vacant wing, separate floor, etc:)

D. Exiting of students and film crews shall not be co-mingled. Exits designated for students shall be for their exclusive use, no exceptions.

E. Corridors, hallways, stairways, exits, and fire protection equipment shall be maintained unobstructed at all times. (CCR Title 19, Sec 3.11 LAMC 57.33.11, 57.33.07)

F. Storage is not allowed in hallways. All equipment not in use shall be stored in vacant rooms. Equipment on "stand by" in any corridor **is prohibited**. (CCR Title 19, Sec 3.11, LAMC 57.33.11)

G. Any time the school fire alarm is activated, all members of the film company shall participate in the evacuation. (LAMC 57.111.06)

H. The overcrowding of any room is prohibited. Occupancy load requirements shall be based on the use of the room or area and the Fire Safety Officer's judgment. (LAMC 57.33.04A)

I. The attaching of lights or other items to sprinkler piping is prohibited. The blocking or covering of any sprinkler head is prohibited. (LAMC 57.138.09)

J. Cables shall be matted, flown, or positioned so as not to obstruct any exit passageway. (LAMC 57.33.11)

K. Smoking is prohibited at any time while on school grounds or inside any school building (LAMC 111.09)

L. Fire Department access shall be maintained into the school building, yards, sprinkler inlets, sprinkler shut-offs, and hydrants. The Fire Safety Officer shall arrive at the location early to ensure filming or production activity trucks are parked properly, normally as close as possible to the filming locations or production activity area (LAMC 57.111.07, 57.138.04)

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Permit #F00020748

# LAFD Activity Report

## SCHOOLS/CHURCHES FILMING OR PRODUCTION ACTIVITY LOCATION

## EVALUATION REPORT - Page 2

M. Production activity shall include, but not be limited to: filming, use as Base Camp or parking, load-in, or strike.

The above list does not cover all code sections that would be applicable to schools, and does not abrogate the authority or responsibility of the Fire Safety Officer assigned to all schools/churches filming locations or production activity area

Brief description of approved location(s) and restriction(s), if deemed necessary.

**DESCRIPTION:** UFSO ARRIVE @ 1100 - 1900HRS
• LD WALK THROUGH - LATE NOTIFICATION
& INSPECTOR WILL ARRIVE A "ONE" HOUR PRIOR TO FILMING AND PREP TO PERFORM WALK-THROUGH WITH LOCATIONS

• FILMING IN AUDITORIUM
• AFTER SCHOOL ACTIVITIES MINIMUM 1800HRS

EGREMONT SCHOOL - 19850 DEVONSHIRE / MOTIV - QUICKLINE ZOLLA
DANIEL - FILM LA

I agree to the above conditions and accept the responsibility of ensuring that all safety requirements are adhered to.

Note: Any alterations, modifications and/or changes in stated conditions, are subject to Safety Officer's approval.

| | | |
|---|---|---|
| **Locations Manager:** | email: | Phone |
| PRINT NAME: | x MACC ADDOTT (213) 952-4355 | Fax 310 260-6111 |
| **School/Church Representative:** | email: x | 818 Phone: 363-7803 |
| PRINT NAME: | DR MATTHEW PRANDSTETTER | 818 Fax 831-5670 |
| **Fire Inspector:** | email: x L. M Roth | 213 Office Phone: 978 3675 |
| PRINT NAME: | LYNN McKAY ROTH | |

APPROVED X DENIED ___

LAFD Film Unit (213) 978-3670
Fax (213) 978-3613

NOT A PERMIT

FIRE SUPPLY&MAINTENAN Oct 6 2009 11:51 P.02